

AN AUTOMOBILE OUTLOOK BRIGHT FOR 1915

GREATEST OF AUTO SHOWS, SAYS FISH

Studebaker President Is Enthusiastic Over the Exhibition.

PRENAGES A BIG YEAR TOO

The opinion of the officials who are keeping open house at the Studebaker space at the Automobile Show is that this is the greatest show ever held in New York. What weight this opinion carries may be judged from the men who voice it. Recognizing the importance of the occasion, practically every official of the company has been in attendance. Among those who welcomed visitors yesterday was Frederick S. Fish, president of the Studebaker Corporation.

"Naturally I expected great things of this show," said Mr. Fish, "but it has surpassed my expectations. The number of visitors is far in excess of what I believed there would be, and the interest they have shown proves conclusively our belief in 1915 as a banner automobile year has not been maintained in vain. The business we have done has been remarkably good and this is a good omen for the season which is just opening. The show is better than any previous one, and we confidently expect 1915 to be better than any previous year."

Among those who extended Studebaker courtesies with Mr. Fish yesterday were A. H. Erskine, first vice-president; Col. George Studebaker, president; G. H. Heiser, vice-president; E. R. Benson, vice-president in charge of sales; and R. T. Hodgkins, assistant sales manager.

OPEN OWEN SALESROOMS.

Magnetic Car Will Be Handled From 735 Seventh Avenue.

R. M. Owen & Co. yesterday opened their show rooms for the metropolitan district for the Owen Magnetic cars at 735 Seventh Avenue, corner Forty-ninth street, New York.

R. M. Owen, the builder, says that two of the Owen Magnetic demonstrating cars have been kept busy from early morning till late at night since the opening of the show last Saturday. Never in his long experience in the automobile business has he seen such enthusiasm among all classes of motorists, and especially among the ladies who are fond of driving, over the fact that the last bugaboo of motoring—the problem of obtaining the correct relative speed between engine and car—has been successfully removed by discarding the old-fashioned, objectionable gear box, the flywheel, clutch, clutch pedal, including all the complex parts and ramifications of such with them. Besides replacing the separate generator and starter, yet performing the functions of all of these parts and working units with such marvelous ease and flexibility as to challenge the admiration of the automobile experts of the world.

The Owen Magnetic bears no relation whatever to the electric gear shift, for unlike the latter, the Owen Magnetic is a combination of two electrical units, independent of a battery, serving as an electric or magnetic clutch on direct engine speed, the various driving speeds being obtained by means of a separate unit just as with the electric vehicle plus the flexibility of the gasoline motor car.

The only connection between the engine and the drive is a magnetism acting in an air space—a steady, elastic, flexible power not subject to sudden shocks.

Its electric magnetic brake is another practical innovation. With it a car is held at ten miles an hour going down the steepest and longest hills, without the danger of overheating or burning the brake. In this third brake there is a no-brake lining used, in fact there are no parts in actual contact.

SAVING THEIR STEAM.

Dodge Bros. Use the Power for Several Things.

In Chicago packing houses the contention is made that everything of the pig is used with the exception of his squeal. That is the packers' secret of success—the elimination of waste. The larger automobile factories in Detroit have much of the same efficiency system in vogue. For example, one of the representatives of Dodge Bros. was telling an interested group at the show that all the steam used by the steam hammers in the big plant of Dodge Bros. at Detroit is again utilized in generating electric current after it has given most of its energy to raising the hammers.

In the forge shop there are forty-five of these steam hammers ranging from 400 to 5,000 pounds in effective weight. The steam comes to them at a pressure of 1,000 pounds to the square inch and after lifting the hammer weights it is exhausted at a pressure of about one pound. But it still has work to do, for that one pound of energy left in it must not go to waste.

The pressure turbine in the power house, and drives that prime mover at 3,600 revolutions a minute. This turbine is connected to an electric generator which develops 750 kilowatts of electricity.

BENSON RELIES ON DEALERS.

He Gives Talk to Studebaker Agents at Manhattan Luncheon.

Brimming over with enthusiasm for the car they are handling, sixty-five Studebaker automobile dealers from the New York branch sat down to luncheon at the Manhattan Hotel on Tuesday afternoon. E. R. Benson, vice-president in charge of sales, Mr. Benson made the New York show the occasion for this getting together of men in the automobile territory. Several officers of the Studebaker corporation also enjoyed Mr. Benson's hospitality and joined in the general talks about the 1915 Studebaker models.

The note of optimism over the 1915 outlook as indicated by the interest in Studebaker cars both at the automobile show and at the local salesrooms is a measure of the confidence in the new models. The feature of the occasion, No formal speeches were made, Mr. Benson simply made a heart to heart talk. The officers of the corporation regarded the occasion merely as one for that close and intimate association with the men who handle Studebaker cars, which is in part responsible for the close relations which have always existed between the men who make the cars and the men who sell them.

Mr. Benson's guests, Mr. Benson said, "A gathering such as this is always a cause of congratulation to the Studebaker Corporation, because it encourages the officials who attend by the stimulating remarks of the men who are in touch with the public and shows the men that they are in truth a part of this big organization which no one in an executive position is disposed to overlook. From what you have told us at the show we are convinced that our 1915 models are the best that we have ever turned out, and through you we know that this message of Studebaker excellence will be spread broadcast throughout this territory with enthusiasm."

Mr. Benson went into the various features of the new models which the Studebaker designers had incorporated for the first time, and listened to reports from the New York territory which were highly complimentary to them.

No Real Trouble in "Salon" Packard

THE appearance of a Packard chassis among the exhibits of the Automobile Salon at the Hotel Astor has called forth comment from some members of the Automobile Chamber of Commerce, because exhibitors at the Automobile Show in Grand Central Palace are under an obligation not to display their products at any other exposition in New York.

M. J. Budlong, president of the Packard selling branches, said that the chassis was not entered in the salon with his consent; that it had been purchased outright from his company and that he was powerless to control the actions of the owner, a body builder, a member of the salon, who mounted a special body on it to show.

ATHLETIC CLUB MADE BY FORD EMPLOYEES

Plaintiff Offers Prize for Best Name for the Association.

Much interest in the athletic world will be created when the formal announcement will be made of the start of the Ford Motor Company Athletic Association. It has been talked of for some time, as among the Ford employees, both of Long Island City and in the factory branches of the metropolitan district, there are quite a few good athletes, some of them having won their spurs in athletic endeavor.

A number of Ford employees gathered in New York the other evening, talked the matter over and a ways and means committee was started looking toward the thrashing out of the proposition and the making of a formal call for a general meeting in the near future. The purposes of the organization will be set forth at that time.

Henry Ford and the Ford Motor Company are strong for the advancement of the moral, physical and financial development of the Ford employees. The sociological department under the direction of Henry Ford of Detroit was one of Mr. Ford's ideas and it is working smoothly and beneficially. Thousands of young men and indeed men of mature years are being wonderfully benefited by the sociological ideas.

It is expected that the Ford entry will be prominent at all athletic contests and that the Ford emblem flashed to the front on many a hard fought field. As a proposed gymnasium and training ground for the Long Island factory, after its completion has been suggested, as it provides more room than Madison Square garden does. Manager Gaston Plantiff of Long Island City offers a gold medal for the best name for the proposed Ford organization.

OUTDOING EUROPEANS.

Using Their Own Delage Type of Motor in New Chalmers.

"What makes it stand up so high?" is a question frequently asked by visitors at the Chalmers exhibit, who see for the first time the foreign looking motor of the Chalmers "New Six." For this motor does seem to be of unusual height—8 or 10 inches higher than the usual automobile motor.

The reason for this peculiar construction is found in the fact that the valves of the new Chalmers are in the heads of the cylinders and all the valve mechanism—even the cam shaft—is placed above the motor and completely enclosed.

Hugh Chalmers, president of the Chalmers Motor Company, says this is the type of motor to which all European designers were coming when the war broke out. He says that with a year's start American engineers will gain such a lead in building this Delage type valve in head motor that at the next automobile show European engineers will be coming over to this country instead of American engineers going there to see the new things.

NOTES OF THE AUTO SHOW.

This is "dealers' day." Dealers from many cities and nearby towns who have not yet seen the show will arrive in New York to keep appointments with manufacturers in expectation of closing deals to handle various cars in the dealers' respective territories.

The Society of Automobile Engineers, practically the entire membership of which is visiting the show daily, had its informal dinner at Ruston's last night. The Maxwell Motor Company gave an informal luncheon at the Hotel Biltmore yesterday. Several hundred dealers being present. Moving pictures of Maxwell cars climbing mountains and one of George Ade's photoplays were shown to entertain the guests.

The Motor and Accessory Manufacturers held their annual banquet at the Waldorf-Astoria last night. A feature of the affair was that there were no long formal speeches. The dinner was presided over by a committee composed of C. B. Thompson, H. T. Dunn, H. E. Raymond, P. Hallett Lovell, Jr., and T. J. Wetzel. James H. Foster, president of the M. & A. M., made a brief address of welcome.

Leona Dalrymple, authoress of "Diane of the Green Van," bought a Hippomobile at the show yesterday. As a little known authoress Miss Dalrymple wrote "Diane of the Green Van" which was chosen from among 500 manuscripts and awarded first prize in a \$10,000 literary contest.

The throngs around the light car exhibits at the Grand Central Palace is the answer to those who say there is not a market for these light and efficient and cheap motor cars. Of the light cars exhibited one that attracts attention is the Twombly underslung, designed by W. Irving Twombly. Four models are shown, which include a side by side two-seater, a single seater, a four-seater and a four-seater taxi cab which was shown in New York a short time ago.

Visitors to the New York Automobile Show show a keen interest in the exhibit of the Westcott Motor Car Company. This exhibit consists of the Westcott six cylinder touring car and two four cylinder touring cars.

The equipment is complete, including ample aisle way between front seats, fully adjustable curtains, Stewart speedometer driven from propeller shaft, solid walnut instrument board, shield lamp, rim wheel clock, Klaxon make electric horn, flush tonneau lamp, inspection lamp, rack-ole gear, etc. The power plant consists of a 50 horse-power Northway motor and Delco starting and lighting system. Timken axles, helical gears, cantilever rear springs 55 inches long and many other celebrated units complete the car.

TRYING TO SOLVE PROBLEM OF RUBBER

Expect Word Soon From Work in England on This Mission.

SITUATION IS VERY ACUTE

The importance attached to the negotiations to be conducted in England by R. G. Work, president of the R. E. Goodrich Company, where he has gone to consult the British Government as the official representative of the Rubber Club of America and the Rubber Trade Association of New York, was explained yesterday by Howard E. Raymond, vice-president of the Goodrich company.

"The finer grades of rubber," he said, "come either from Brazil or the island of Ceylon or the Malay States. Ceylon and the Malay States are British colonies, and therefore the embargo of the British Government places a ban on the exportation of the rubber of those two colonies to the United States. This leaves us with only Brazil to supply us with the finer grades of rubber, and the supply from that country is wholly inadequate for American consumption."

"The ostensible object of the British Government in placing the embargo on the exportation of rubber is to keep that product from getting into the hands of Germany and Austria. But it is the United States as badly as either of those countries. We are trying to arrange it so that Ceylon and the Malay States can export their rubber to this country in order to supply the legitimate needs of this country. As yet we have been unsuccessful, but we hope the difficulties may be solved in a satisfactory manner."

Crude rubber is selling in New York at about 90 cents a pound, while in England the price is 51 cents a pound, with practically no market, it is said. The normal demand for rubber in the United States during 1915 is estimated at 65,000 tons. Of this amount, Brazil will be able to supply only 35,000 tons, leaving fully 30,000 tons which must come either from Ceylon or the Malay States.

On account of the glutting of the British markets with crude rubber, it is said that British rubber manufacturers under present conditions will be able to undersell the American manufacturers. It is believed, however, that the British government will lift the embargo so far as it applies to the United States, providing assurance is given that some of the imported rubber will be reexported to Germany or Austria.

Mr. Work sailed a week ago yesterday and some word from him is expected daily.

DETROIT'S NEW EIGHT.

Comes to New York Show Quite Unexpectedly.

Complete preparation for the manufacture and marketing of a low priced eight cylinder car was made without a word leaking out about its plans in the achievement of the Briggs-Detroit Company of Detroit, Mich., which is exhibiting its new Eight at the show. The price of the new model car is \$1,250.

"We have been experimenting with eight cylinder cars for more than a year," says Claude S. Briggs, president of the Briggs-Detroit Company, "and an investigation of the possible market for a moderate priced eight covering a period of several months has led us to the conclusion that the demand is going to exceed the supply quite materially."

"We have been putting our factory in shape for a large production of eight cylinders and we will begin deliveries of this model in quantities about January 15."

ANTI-SKID EQUIPMENT.

Users of United States Tires Named by Sales Manager.

What J. C. Weston, sales manager of the United States Tire Company, was asked what changes in the way of tire equipment the automobile manufacturers are making in their 1915 production he replied that a noticeable change in the tire equipment of the various automobile manufacturers is the use of anti-skid tires as factory equipment. It is only in recent years that automobile manufacturers have commenced to equip their cars with anti-skid tires, but as a result of an earnest interest in the welfare of their patrons many manufacturers now equip at the factories with anti-skid tires.

"Among the prominent makes of automobiles which are equipped at the factories with 'Nobby Tread' 'Chain Tread' tires are: Chalmers—With 'Nobby Tread' tires as standard exclusive rear wheel equipment. Buick—'Chain Tread' tires as standard equipment for rear wheels. Standard equipment for rear wheels. Reo—'Nobby Tread' tires, exclusive rear wheel equipment. Mitchell—'Chain Tread' tires, exclusive rear wheel equipment. Jackson—'Chain Tread' tires, standard equipment for rear wheels. Cadillac—'Nobby Tread' tires, standard equipment for rear wheels. Pierce-Arrow—'Nobby Tread' tires on rear wheels without extra cost."

LIKES CABRIOLET TYPE.

Emise of Chandler Cites Advantages of Recently Adopted Style.

That the cabriolet type of roadster will eventually supplant a majority of the touring cars within a few years is the opinion of C. A. Emise, vice-president and sales manager of the Chandler Motor Car Company. Mr. Emise cites the superior advantages and comfort of the recently adopted European type of body as sufficient reason for his claim.

"In the past ten years no body style has appeared on the market which has so instant popular approval as the three passenger cabriolet, or all year round car," says Mr. Emise. "Each season finds a larger proportion of motor car owners who keep their cars running throughout the winter months."

"In former years an owner of a two passenger roadster had the choice of substituting an expensive and oftentimes heavy coupe body or getting through the winter with the protection afforded by adjustable curtains. To-day at a very slight increase in cost he can purchase a completely equipped car that is really two automobiles in one. The cabriolet has all the advantages and snappy appearance of the roadster, with the very commendable feature of becoming a fully enclosed car at the will of the driver. The leather top may be folded down in such a way as to give no indication of the car's convertible nature. With the top up the side windows can be left open and the roadster appearance is still maintained. The windows fold into the doors and in order to place them in position it is only necessary to open the doors, fold the windows upward and the car becomes the fully enclosed cabriolet."

MONIHAN WITH MARION.

Becomes Vice-President and General Manager of Indianapolis Concern.

John Guy Monihan, for many years identified with the advertising and sales management of the Premier Motor Car Company of Indianapolis and later as general sales manager of the Cole Motor Car Company of the same city, became vice-president and general manager of the Marion Motor Company of Indianapolis.

J. L. Handley, president of the Marion Motor Company, who has just become president and active head of the Mutual Motors Company, retains the presidency of the Marion company but relinquishes the management to Mr. Monihan.

MOTOR CAR BUILDERS HELPED BY 'U. S. A.' PLAN

Their Example May Well Be Followed by Other Manufacturers, Says H. W. Ford.

Discussing the agitation all over the country in favor of "made in America" goods, H. W. Ford, president of the Saxon Motor Company of Detroit, asserts that other lines of business may well profit from the experiences of American automobile manufacturers.

"One reason why the automobile industry was not crippled by the European war," says Mr. Ford, "is because American motor car manufacturers have got away from the idea that they are dependent upon Europe."

"American automobiles to-day are admitted to be just as good as foreign cars in quality. It is recognized also that because of better manufacturing facilities and bigger output the American builder of motor cars is in a position to give more value for the money than foreign manufacturers."

"Years ago our motor car builders depended upon Europe for ideas, both mechanical and artistic, and to some extent for materials. At first European builders set the pace. For a number of seasons American manufacturers were accustomed to look across the water for ideas. Within the past few years, however, the ingenuity, aggressiveness and resourcefulness of American motor car builders have asserted themselves. To-day foreigners who visit the American modern automobile plant are fairly astounded to find that they can learn a lot from the United States."

"In my opinion the war abroad is a blessing in disguise, because it should teach American business to be ready for an emergency, and to be independent of the products of any other country by reason of making goods better ourselves."

"So far as the automobile prospects for the coming year are concerned, the outlook was never so bright, and the makers whose cars best supply efficiency and economy are going to get the cream of the business."

SHOULD TEST FINANCES.

Standing of Automobile Company Essential, Says Jackson of Hudson.

R. B. Jackson, general manager and secretary-treasurer of the Hudson Motor Car Company, believes that prospective motor car purchasers should pay more attention to the financial standing of the companies who are back of the cars they think of selecting. To many buyers the beauty of the car, its general appearance, its size and what it will do on the road are the most important points, yet even more important in Mr. Jackson's estimation is the financial standing and the commercial reputation of the company who build the car.

"Unfortunately owners of 'orphan' cars will testify that Mr. Jackson's judgment is correct. To buy a car, the selling price of which is, say, \$3,000, to have the manufacturer go out of business and then to find that the selling value or exchange value of the car has dropped over night, probably to something like 20 per cent. of its purchase price, is a grim commentary on Mr. Jackson's statement."

Yet this is what has happened to very many buyers of motor cars during the past two or three years. It is of the first importance to know that the maker of the car is financially strong, that he is going to continue in business, that he is possessed of funds sufficient to meet the constantly changing aspects of the motor car business and of the world's business.



"The Elegy in a Country Churchyard" is so perfect that one might as easily push a brick from a wall with his finger as to omit one word without marring it. No more could you omit the

PIERCE-ARROW

from the Auto Show at the Grand Central Palace without destroying its completeness.

New York Sales: Harrold Motor Car Co. 233 West 54th Street

New Jersey Sales: Ellis Motor Car Co. 416 Central Ave., Newark



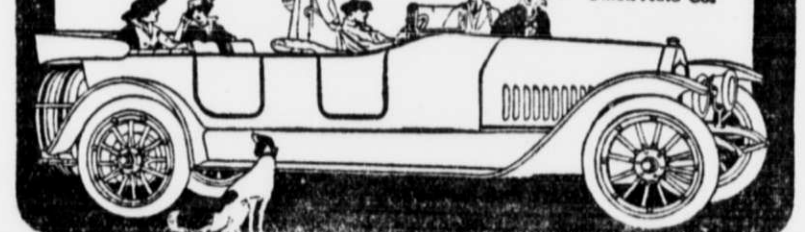
National Six \$2375

Seven distinct body styles, all of the symmetrical long, low nautical type. Five and six passenger cars with aisle-way between front seats; individual arm chairs in front. The National parlor car has four deep massive adjustable individual arm chairs that move and turn so passengers can face each other. And back of your National's beauty of appearance, back of its intrinsic value, is the reputation and stability of an old dependable and permanent institution.

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SPECIAL SHOW WEEK OFFER You want a car next Spring. Select one this week and profit by our Show-Week Offer. A deposit holds your car until touring time. Attractive terms can be arranged.

Some of Our Exceptional Assortment:

1914 4-pass. Locomobile*	1912 4-pass. Pierce Bargain
1914 7-pass. Locomobile*	1912 Cadillac 5-pass., touring
1912 30 H.P. Locomobile* Landaulet	1913 Lozier Lighting and starting bargain
1912 7-pass. Locomobile*	1912 Abbott Detroit, very reasonable
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1911 5-pass. 30 H.P. Locomobile*	1906 Pierce 7-pass. \$250

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REBUILT PIERCE ARROWS

Are mechanically new and carry the same guarantee. Every practical advantage of Pierce Arrow quality at moderate prices.

1912-34 Landaulet seating seven, newly painted, all metal nickel. Splendid shape inside and out. Has electric lighting generator. Extra touring body if wanted.

1912-48 Limousine seating seven, newly painted, all metal nickel, like new inside and out. Has electric lighting generator. Extra touring body if wanted.

Several desirable touring cars are ready now, 1914 and older.

Our representatives are in attendance at Palace Show.

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BAKER ELECTRICS, 4 passenger inside drive coupe, \$1000. 6 passenger brougham, like new; bargain. Other good used electric, low priced. BAKER VEHICLE CO., Tel. 2530 Col. 1708 Broadway.

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1913 20 H.P. Run less than 2000 miles and just like new—a real bargain.

Special prices this week on engines, chassis, Packard, Simplex, Pierce, Lozier, etc. \$350 upward.

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Living it over Again

In a mental picture, he reviews the accident—the result of his recklessness.

He realizes too late that it is always foolhardy to motor on slippery roads and streets without equipping all four tires with

Weed Anti-Skid Chains

The Only Real Safeguard Against Skidding

Strange, it is not that some men laugh at peril—they do not seek to avoid danger—and they have no fear because they have no prudence.

They continue to motor over sleety, icy, or wet roads and pavements with "Foolish Dependence Upon Bare Rubber Alone" until a false turn—a sudden meeting at a corner—a slip or a skid—brings disaster as the punishment for their imprudence.

You motorists with reasoning brains put on your Tire Chains at the first

Promote "Safety First" in YOUR motoring circle—insist that everyone use Weed Chains on ALL tires.

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Also Manufacturers of Tire Chains and Lyon Grips especially constructed for Single and Dual Solid Truck Tires—Motorcycle Tire Chains, etc.

indication of slippery streets, and the editors of the daily newspapers are urging all motorists to follow your example.

For instance, the Public Ledger of Philadelphia, Pa., published by the owners of The Saturday Evening Post, in an editorial on August 1st, 1914, said that the simple adjuration "Use Tire Chains on wet and slippery pavements" deserved to find its way into a law, and that law should by all means be enforced.

EVERY WEED IS GUARANTEED